

# ARCHER

Beyond simple filtering, autonomous AI governance protects the integrity and value of the media platform in real time.

**The Ultimate  
AI Governance for Ad Quality**



# New Standards for Brand Safety

Beyond simple filtering, our autonomous AI-integrated verification system safeguards the prestige and value of your platform in real-time.

# Unmatched Governance Result

100 → 0

Customer Service (CS) Inquiries regarding harmful ads: Before vs. After ARCHER (As of Feb 2026)

We have completely eliminated chronic CS issues caused by exposure to adult content.  
ARCHER goes beyond simple blocking; it is the most powerful shield protecting the user experience

\*100 is an arbitrary figure used for quantitative impact estimation

# Multi-modal AI Model Process

Our multi-modal AI provides an intelligent creative protection process, managing everything from data collection and pattern analysis to threat prevention



## Stage 1. Ingestion

Real-time collection and structuring of all active creative data within the Google Ad Manager (GAM) Review Center



## Stage 2. Auditing

Multi-faceted analysis of image composition and context to precisely detect abnormal pattern signatures



## Stage 3. Filtering

Proactively identifies similar patterns by learning the unique "DNA" of harmful creatives and contains their spread

# High-Precision AI Auditing

Identifies adult content through precise analysis of image composition, exposure levels, and color patterns



The Material



## Image structure

Note: No problem with image composition

- Geometric analysis
- Framing patterns
- Structural geometry



## Body exposure

Note: No exposure

- Skin detection
- Anatomical analysis
- Heatmap of exposure



## Color pattern

Note: No color abnormalities

- Hue histogram
- Saturation analysis
- Color combinations



Analysis results

# High-Precision AI Auditing

Real-time identification of adult keywords and slang by analyzing text within images and surrounding context

Input Material

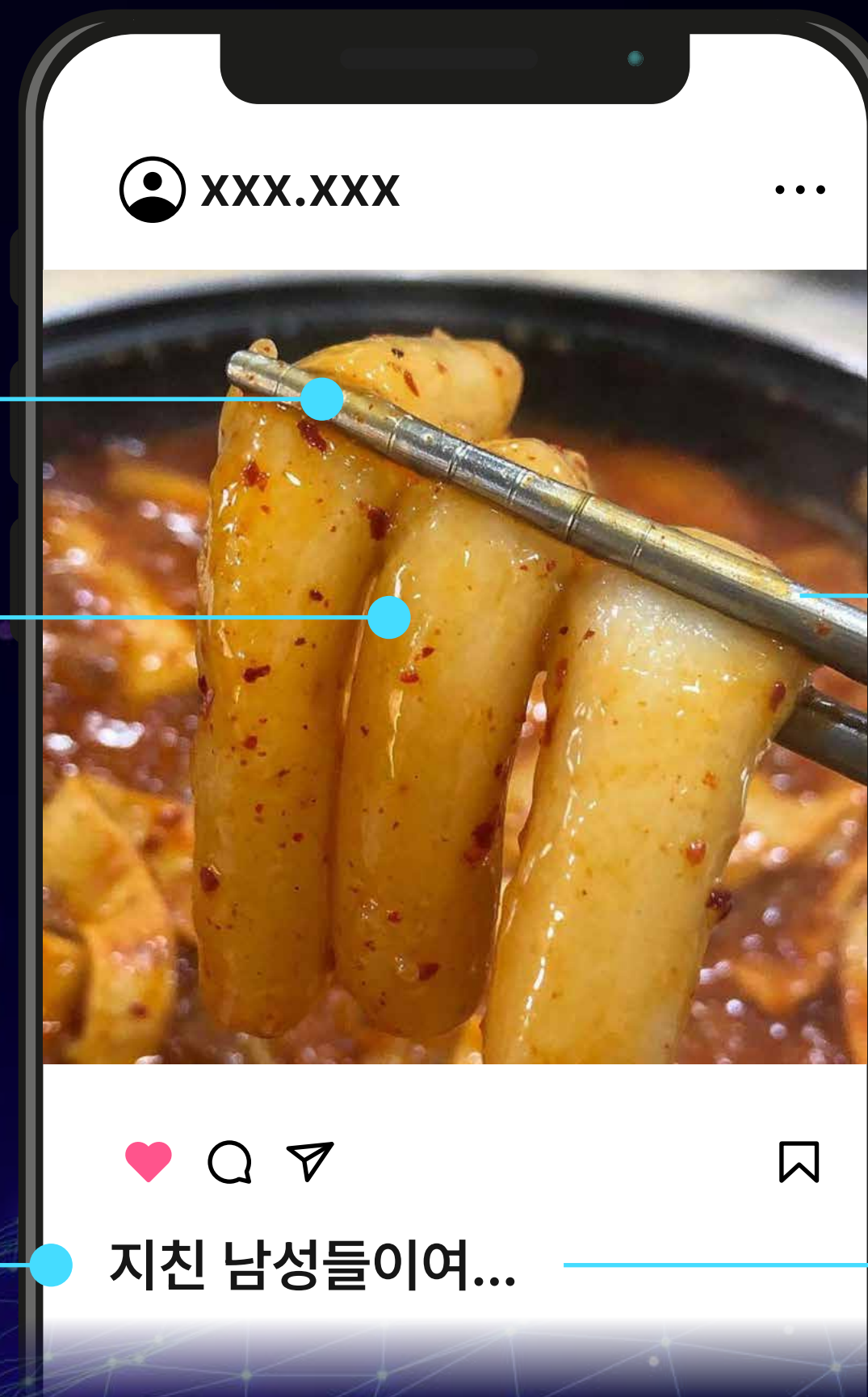
AI Modal

Result & Action

Image type : Food

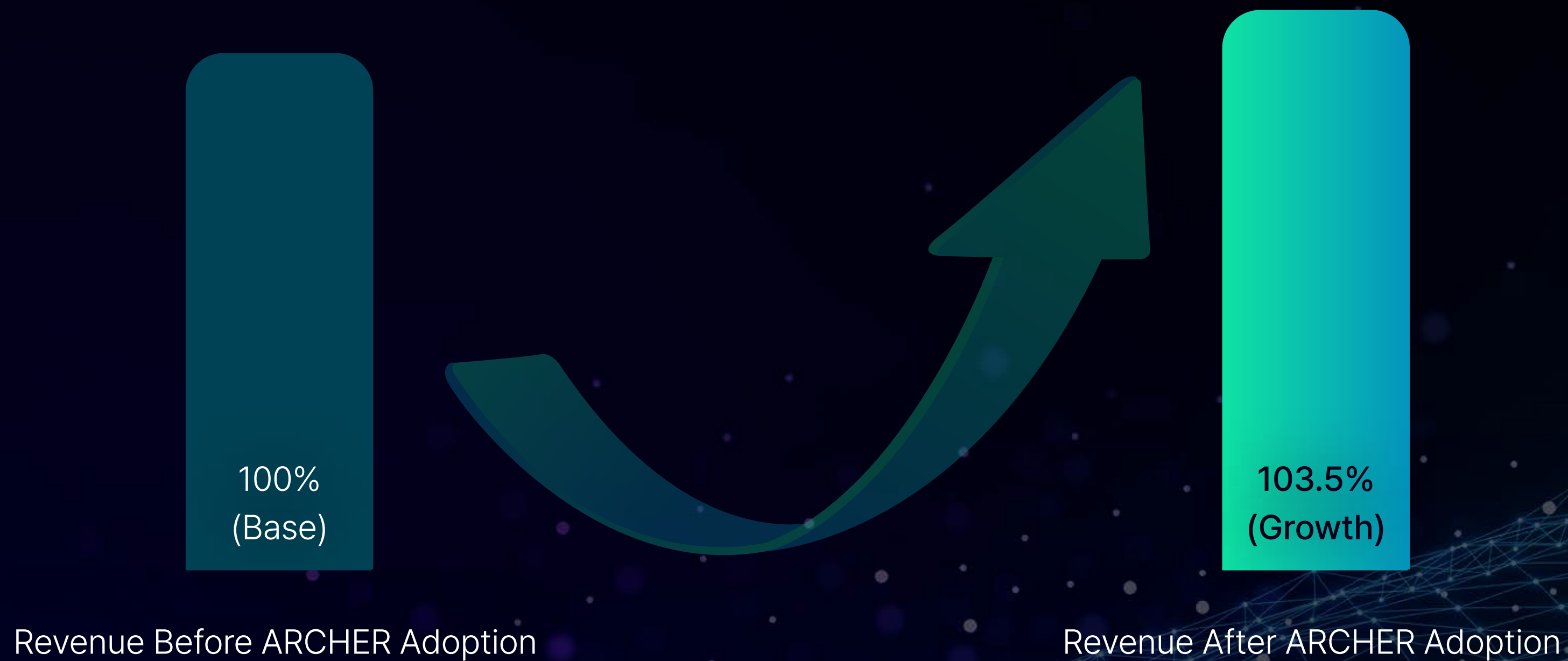
Category : Food

Text OCR& Context : 지친 남성들이여...  
(Adult & Keyword : Middium)



For creatives combining images and text, ARCHER identifies and blocks sensitive content by analyzing both visual elements and textual context

# Revenue **Neutrality** Guarantee



## Revenue Neutrality Guarantee: **Flawless Filtering**

We eliminate the biggest concern for publishers: **any potential decrease** in revenue. Since low-quality creatives focus on cheap, momentary user hooking, their removal does not affect long-term revenue stability. ARCHER is a '**virtuous revenue engine**'—it improves inventory quality to drive more competitive bidding from premium advertisers.

# AI Governance in Action

Protecting ad quality and securing stable revenue streams with AI-driven governance and real-time risk detection



## Shielding Integrity

24/7 flawless monitoring active across all ad units.



## Live Detection

Real-time risk scoring per creative for instantaneous filtering action



## Revenue Stability

Enhancing competitiveness in premium bidding through high-quality, purified inventory

# Adforus Full-Stack Synergy

Implementing a seamless advertising ecosystem: Adforus delivers a full-stack solution encompassing monetization, brand safety, and transparent data management



## Cubemine (Profit)

Maximizing publisher eCPM with high-performance, AI-based optimization algorithms



## ARCHER (Safety)

Our advanced brand safeguarding system: Perfectly filtering out low-quality creatives via intelligent pattern recognition (2026 New)



## Mplate (Transparency)

Streamlined reporting and financial settlement solution, fully integrated with ARCHER's real-time blocking data

# Thank you for your interest.

For process inquiries: [admin\\_google@adforus.co.kr](mailto:admin_google@adforus.co.kr)